

Description of Project:

The City of Lincoln and Lancaster County seek to establish Public/Private Partnerships in an effort to promote “InterLinc”, the official City/County Internet WEB site. We have established InterLinc as the “24 hour City Hall” for City/County Governmental service delivery. It is our hope to enter into agreements with various media to help facilitate the distribution of information about our WEB site, and the services available through the site.

Statistics

InterLinc currently consists of more than 25,000 pages of information regarding City and County Offices. In addition, many of these pages represent entry points to millions of lines of information that is currently assessable via the internet. Some examples of the types of information and services that are available are: e-payments, GIS mapping, real estate and tax information, employment opportunities, accident reports, crime statistics and information regarding legislative meetings, agendas and minutes of previous meetings. InterLinc currently has more than 5 million hits per month, and we have exceeded 1 million dollars of e-commerce activity. It should be noted that both the number of pages and corresponding monthly hits are constantly growing.

InterLinc’s Commitment to Partners

The City and County are committed to cross promoting each of the Corporate Partners by:

- Placing their logo on the InterLinc home page.
- Including their logo on signs distributed at each of the public access terminals located throughout Lincoln.
- General InterLinc promotional materials will be distributed bearing the logos of the corporate partners as deemed appropriate by the City.
- It is our intention to display promotional advertisements on both internal and external StarTran buses (the number of buses is not determined at this time). As is the case with the handout materials, bus advertising materials would also bear the logo of our Corporate Partners.
- InterLinc will also display corporate logos on InterLinc promotional material on the government access channel, 5 City-TV.
- Only Project Partners logos will be placed on the InterLinc home page. The City reserves the right to list other media links on the second level, general links page of InterLinc. Project Partners who are members of the media would be included in both the Project Partners link and the Media link.

Duration of Alliance

The duration of this alliance shall be one year (with the option to renew the arrangement for two additional one year periods) from the time that a memorandum of agreement is finalized.

Selection Process

Please complete the attached questionnaire and feel free to attach additional sheets as necessary. These responses will be utilized to select our project partners.

InterLinc Project Partner Questionnaire

1. Please describe the demographics and customer base in Lincoln and Lancaster County (include estimated market share, client base, age groups, area served, and the source of the information included in your response).

2. Please describe your Internet presence (include the name of your Internet Service Provider and the egress they provide (if available), your Internet Hosting Company and their Internet Service Provider, and your average number of WEB hits per month).

3. Please describe your organizations sustaining commitment and near future plans to use the Internet in your corporate marketing strategy.

4. Please describe any cross promotional agreements with other local media you currently have in place that would have the potential to indirectly expand InterLinc's presence in Lincoln and Lancaster County.

5. Please describe the contribution your organization will make to the partnership, (along with a fair market value estimate of each), and what activities you propose to help promote InterLinc, (please include information regarding anything unique to your organization that sets you out from your competitors).